Philips
widescreen flat TV with
Pixel Plus

37"
LCD HD Ready

37PF7321

Turn up your viewing experience

with Pixel Plus

Experience the superior picture quality of this excellent Flat TV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior.

Breathtaking natural pictures
- HD LCD WXGA display, with a 1366 x 768p resolution
- HD Ready for the highest quality display of HD signals
- Pixel Plus for detail, depth and clarity
- Dynamic contrast enhancer delivering rich black details
- 3D combfilter separates colors for a razor-sharp image

Superb sound reproduction
- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior
- Compact and slim design that fits in every room

Designed for your convenience
- View PC content in a second window on your TV

For advanced performance
- HDMI input for full digital HD connection in one cable

PHILIPS
sense and simplicity

Widescreen flat TV with Pixel Plus
37" LCD HD Ready

37PF7321/98

Highlights

LCD WXGA display, 1366 x 768p
This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

HD Ready
Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus
Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

Dynamic contrast enhancer
You want the LCD flat display with the highest contrast and most vibrant images even at wide viewing angle. The Philips dynamic contrast enhancer uses video processing and unique dimming backlight technology. This delivers deep rich black levels with increased detail. The dimming backlight increases the contrast up to 5 times*, and at the same time improves the viewing angle. It gives a bright, lifelike picture with high contrast and vibrant colors, (* factor between 2 and 5, screen type and picture content dependant).

3D Combfilter
The 3D comb filter separates brightness and color signals better in 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital comb filter performs field-by-field comparisons of the television image to accurately separate the color from the black-and-white information and remove both horizontally and vertically hanging dots, as well as dot crawl. The result is a razor sharp image.

Virtual Dolby Surround
Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Compact and slim design
This design style emphasizes a slim, compact look that saves space and fits in anywhere.

Picture in Graphics
Picture-in-Graphics is a small window in the main picture, allowing to watch data/graphics in your main TV screen. It provides the ability to simultaneously watch data/graphics and the TV.

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

PIXEL PLUS HD ready 3D COMBFILTER active control VIRTUAL DOLBY SURROUND SMART PICTURE SMART SOUND HDMI

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Specifications

Picture/Display
- Aspect ratio: 16:9
- Brightness: 500 cd/m²
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Picture enhancement: Progressive Scan, 3/2 - 2/2 motion pull down, 3D Combfilter, Contrast Plus, Digital Noise Reduction, Dynamic contrast, Jagged Line Suppression, Active Control, Pixel Plus, Luminance Transient Improver
- Screen enhancement: Anti-Reflection coated screen
- Viewing angle (H / V): 176 / 176 degree
- Panel resolution: 1366 x 768p
- Response time (typical): 8 ms
- Dynamic screen contrast: 2400:1

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz

- Video Formats

Resolution	Refresh rate
640 x 480p	2Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound
- Sound System: Virtual Dolby Surround
- Output power (RMS): 2 x 15W
- Sound Enhancement: Dynamic Bass Enhancement
- Equalizer: 5-bands

Loudspeakers
- Built-in speakers: 4
- Loudspeaker types: Dome tweeter

Convenience
- Ease of Installation: Autostore, Auto Program Naming, Fine Tuning, Program Name, Sorting
- Ease of Use: Side Control, Smart Picture, Program List, Smart Sound
- Remote control type: RCFE06FRS00
- Picture in Picture: Picture in graphics, Twin page text
- Remote Control: DVD, Multi-functional, TV
- Screen Format Adjustments: 4:3, Subtitle Zoom, Super Zoom, Widescreen, Movie expand 14:9, Movie expand 16:9
- Clock: Sleep Timer, Wake up Clock
- Child Protection: Child Lock
- Teletext enhancements: Program information Line
- VESA Mount: 800 x 400 mm
- Teletext: 10 page Smart Text

Tuner/Reception/Transmission
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: PAL, SECAM
- Video Playback: NTSC, PAL, SECAM
- Aerial Input: 75 ohm coaxial (IEC75)
- Number of Preset Channels: 100
- Tuner Display: PLL

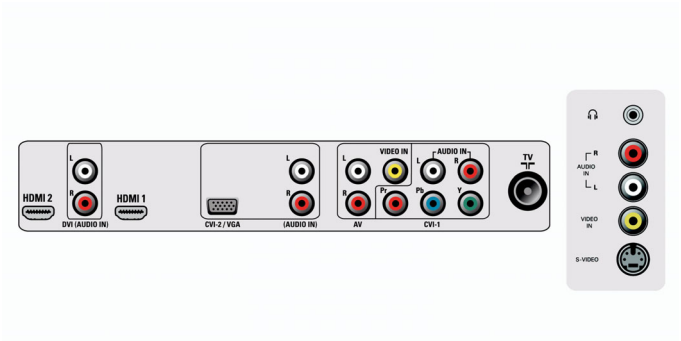
Connectivity
- AV 1: Audio L/R in, YPbPr (2fh)
- AV 2: Audio L/R in, CVBS
- AV 3: VGA PC-in, YPbPr (2Fh), Audio L/R in
- AV 4: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in
- AV 5: HDMI
- Number of AV connections: 5
- Other connections: Antenna IEC75

Power
- Power consumption: 110 W Normal Operation W
- Standby power consumption: < 1 W
- Mains power: AC 220 - 240 V +/- 10%
- Ambient temperature: 5 °C to 40 °C

Dimensions
- Product weight: 25.9 kg
- Weight incl. Packaging: 33 kg
- Set dimensions (W x H x D): 1114 x 618 x 103 mm
- Color cabinet: Silver Frost Bi-Color with Tempered Glass Deco Front
- Dimensions (with base) (W x H x D): 1114 x 657 x 306 mm
- Box dimensions (W x H x D): 1191 x 830 x 330 mm

Accessories
- Included Accessories: Table top stand, Wall mounting bracket, Power cord, Quick start guide, Remote Control, User Manual, Warranty certificate, Batteries for remote control
- Optional accessories: Floor stand

Stereo system					Transmission system					
NICAM DK	2CS BG	NICAM I	NICAM BG	NICAM LL'	PAL BG	PAL D/K	PAL I	SECAM BG	SECAM DK	SECAM LL'
•	•	•	•	•	•	•	•	•	•	•



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